The Norwegian Transhumance and Pastoralist Association (Norsk seterkultur)
About us

• An NGO organisation for active mountain farmers and others involved in Norwegian mountain farm culture
• 500 members
• 100 of these produce dairy products for sale
• Established in 1999

1. Our purpose is to ensure long term preservation of the transhumance and pastoralist culture through active use of the mountain farms in line with traditional as well as modern principles
2. It defines transhumance and pastoralist culture as the nature, culture and industry being used for farming purposes
3. Encourages focus on mountain farming amongst authorities as well as the general public
There is an increasing market for high quality products from mountain areas in Norway. The consumers want to experience:

- Genuine culture heritage
- Good food quality
- Sustainable food production
- Good animal welfare
3. The main idea

To make a special brand for dairy products from real summer mountain farms

The main objectives are:
1. To increase the turnover from milk products from summer dairy farms based on rough grazing in the mountain areas.
2. To build confidence in the market, through establishing a brand making it possible to separate the real products from fake ones

Targets:
1. The content of the brand should be easy to understand
2. The brand must be based on proper documentation
3. The brand must be easy to administrate

There are two branding alternatives:
1. A brand defined, owned and administrated by the producers themselves
2. A protected label with legal protection administrated by MATMERK.
Butter
Market and expectations

Most summer mountain farms deliver their milk to the national cooperation TINE.
3. The process/project itself and activities

- Defining criteria by (the Board in Norsk seterkultur)
- Documentation (By Dr Hanne Sickel, Bioforsk)
- MATMERK – awards the branding and handles the legal aspects
- The program for *Value added and development in the Mountain areas – mountain food* (Verdiskaping og næringsutvikling i fjellområdene – «Fjellmat») under KMD
- Mattilsynet – finally treated by the food safety board
- Innovasjon Norge – search grants for marketing strategies
- Information and marketing
Dr Hanne Sickel has in her study, "Effects of vegetation and grazing preferences on the quality of alpine dairy products", revealed significant differences between milk products from mountains and other areas. In their work in the period 2007-2011 they analyzed milk samples for fatty acids, antioxidants and oxidation products. She defended her doctorate March 13, 2013. Adjudication Prof. Brita Svensson Uppsala University (Sweden), Dr. Bruno Martin INRA, Clermont-Ferrand (France) and Dr. Line Nybakken by NMBU / INA (Norway) acclaimed Sickel for her choice of topic, importance for value creation in the hill country, and for the chosen approach. The studies found higher levels of unsaturated fatty acids, antioxidants and vitamin E in the investigated milk. The milk also had a higher content of carotenones, which gives a stronger yellow colour in the milk, sour cream and butter, and also a higher content of terpenenes.
Our brand will (hopefully) be: ____________________________
4. Innovative points - market trends

Benefitting the segment of **Sustainable Tourism**

1. Sustainable tourism is strategically important and a frame condition for the national Norwegian tourism strategy
2. The brand will make it possible to use competitive skilled qualities for food production from mountain areas
3. The brand might stimulate increased production of real sour cream from the market regulator TINE. Increased demand will also hopefully be able to push the price up to the manufacturer.

Our brand will make us more trust worthy and give the customer the possibility to choose the taste of the real thing!
1. Established documentation for special qualities of dairy products from mountain areas that can separate the real products from the fake ones.

2. Established a board for the project

3. Prepared the first draft criteria

4. Encouragement from the organisation MATMERK who will guide us in the process

5. Prepare Applications to Innovation Norway

Thank you for your attention!